

ABSTRACT OF THE DISCLOSURE

A program distribution system enabling a user to easily buy a program and having improved operability. The program distribution system includes a video server for storing plural distributing programs, and a video on demand controller which receives a request for the distribution of a distributing program from an integrated receiver decoder, formed in a free text described in the arbitrary style of the user of the receiver decoder. The controller compares a word described in the distribution request with each title of the distributing programs stored in the video server, and if a title that corresponds to the word distributed in the distribution request is found, it reads out the distributing program having that title from the video server and distributes it to the receiver decoder.